

WE CLAIM:

- 1 1. A system for accessing a remote computer network, comprising:
2 a package;
3 an identification tag coupled to said package that stores identifying data
4 unique to said package;
5 an interrogator located external to said package;
6 a computer system coupled to said interrogator for exchanging information
7 with a remote site;
8 wherein said interrogator transmits a query to said identification tag and
9 said identification tag responds by communicating said identifying data to
10 said computer system, thereby accessing said remote computer network.
- 1 2. The system of claim 1, wherein said identification tag is selected from the
2 group consisting of: a linear bar code, a composite bar code, a 2-
3 dimensional bar code, a radio frequency identification transponder, and
4 data recorded magnetically.
- 1 3. The system of claim 1, wherein said identifying data further comprises data
2 selected from the group consisting of: a product identifier, a serial number,
3 a URL or other reference to a web site, and combinations thereof.
- 1 4. A method for accessing a remote computer network, which comprises the
2 steps of:
3 (i) providing an integrated system comprising,

4 a package,
5 an identification tag coupled to said package that stores identifying
6 data unique to said package,
7 an interrogator located external to said package, and
8 a computer system coupled to said interrogator for exchanging
9 information with a remote site,
10 (ii) sending a query signal from said interrogator to said identification tag;
11 (iii) responding to said query signal by communicating said identifying data
12 from said identification tag to said computer system;
13 (iv) executing a script associated with said identifying data in said
14 computer system; and,
15 (v) instructing said computer system to access said remote computer
16 network,
17 wherein said script contains programmed instructions.

1 5. The method of claim 4, wherein said identification tag is selected from the
2 group consisting of: a linear bar code, a composite bar code, a 2-
3 dimensional bar code, a radio frequency identification transponder, and
4 data recorded magnetically.

1 6. The method of claim 4, wherein said identifying data is selected from the
2 group consisting of: a product identifier, a serial number, a user identifier, a
3 URL or other reference to a web site, and combinations thereof.

1 7. A method for providing product materials by accessing a remote computer
2 network, comprising the steps of:

3 (i) providing an integrated system comprising,
4 a package,
5 an identification tag coupled to said package that stores identifying
6 data unique to said package,
7 an interrogator located external to said package, and
8 a computer system coupled to said interrogator for exchanging
9 information with a remote site,
10 (ii) sending a query signal from said interrogator to said identification tag;
11 (iii) responding to said query signal by communicating said identifying data
12 from said identification tag to said computer system;
13 (iv) executing a script associated with said identifying data in said
14 computer system,
15 wherein said script contains programmed instructions;
16 (v) instructing said computer system to access said remote computer
17 network; and
18 (vi) sending said product materials from said remote computer network to
19 said computer system.

1 8. The method of claim 7, wherein said product materials is selected from the
2 group consisting of: product information, instruction manuals, advertising,
3 registration materials, promotional items, and mixtures thereof.

1 9. The method of claim 8, wherein said promotional items are selected from
2 the group consisting of: screen savers, fonts, computer games, text files,
3 music files, video files, and mixtures thereof.

- 1 10. The method of claim 7, wherein said product materials are downloadable.
- 1 11. The method of claim 7, wherein said identification tag is selected from the
2 group consisting of: a linear bar code, a composite bar code, a 2-
3 dimensional bar code, a radio frequency identification transponder, and
4 data recorded magnetically.
- 1 12. The method of claim 7, wherein said identifying data is selected from the
2 group consisting of: a product identifier, a serial number, a user identifier, a
3 URL or other reference to a web site, and combinations thereof.
- 1 13. The method of claim 7, wherein a cookie is used to communicate between
2 said remote computer.